

1 We Claim:

- 2 1. A method for optimizing Internet ad placement, comprising:
- 3 tracking L customers on the Internet for placement of ads to said customers;
- 4 selecting MA attributes to track for each customer to form a customer matrix
- 5  $A_{LMA}$  of L customers and MA attributes;
- 6 providing N ads to serve to said customers;
- 7 forming an ad matrix of N ads and weights  $W_{NMA}$  for each of said MA
- 8 attributes;
- 9 estimating the probability of customer  $x$  clicking on ad  $i$ ; and
- 10 serving the ad  $i$  to customer  $x$  that has the highest probability.
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